



DEPARTMENT OF DEFENSE (DoD)

Visual Information Awards Program 2011

Military Photographer of the Year (MILPHOG)

STANDARD OPERATING PROCEDURE

**DEPARTMENT OF DEFENSE
VISUAL INFORMATION AWARDS PROGRAM
STANDARD OPERATING PROCEDURE
CONTEST YEAR 2011**

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I. Background

- A. The Visual Information Awards Program (VIAP) is designed to recognize, reward and promote excellence among military photographers, videographers, journalists, broadcasters, photojournalists, graphic artists and mass communication specialists for their achievements in furthering the objectives of military photography, videography, and graphic arts as a command information and documentation medium within the military. This program operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)) and is administered by the Commandant of the Defense Information School (DINFOS), with cooperation from national and local professional organizations.
- B. Encompassed in the VIAP are the Military Photographer of the Year Competition (MILPHOG), the Military Videographer of the Year Competition (MILVID), and the Military Graphic Artist of the Year Competition (MILGRAPH).

II. Eligibility

- A. The VIAP competitions are open to Active Duty, Reserve, and National Guard enlisted personnel of the five Armed Services holding the MOS, rating, or AFSC of photographer, journalist, photojournalist, videographer, broadcaster, graphic artist, mass communication specialist or equivalent. Members who leave the Armed Forces during the year may compete as long as the material submitted was completed in its entirety while on active duty or in a Reserve or National Guard status. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are prohibited from competing, unless eligible under another category.
- B. The Commandant, Defense Information School, or his/her designee, will address all questions concerning eligibility.

III. Contest Dates

- A. Material entered for competition must have been produced between January 1, 2011 and December 31, 2011, and not have been previously judged in a VIAP competition. All entrees must be in the VIAP system no later than **February 17, 2012. Editing capability stops at 2359, February 17, 2012.**

IV. Rules

- A. All entrants must meet the eligibility requirements of Section II, Eligibility.
- B. All entries must:

1. Have been produced for military purposes as part of the entrant's official visual information duties, **not as a student prior to earning MOS, rating, or AFSC.**
2. **Must conform to the ethical policies outlined in DoD Instruction 5040.02** (<http://www.dtic.mil/whs/directives/corres/pdf/504002p.pdf>) And, although not addressed in 5040.02, **strokes and text on photos are strictly prohibited.**

i.e. Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the Department of Defense shall not be tolerated.

 - a. The alteration of official DoD imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:
 - i. Photographic techniques common to traditional darkrooms and digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.
 - ii. Photographic and video image enhancement, exploitation, and simulation techniques used in support of unique cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; research, development, test & evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.
 - b. In other words "...must be a truthful representation of whatever happened in front of the camera during exposure. You may post-process the images electronically in accordance with good practice. That is cropping, burning, dodging, and converting to black and white as well as normal exposure and color correction, which preserves the image's original expression. The competition POCs and Judges reserve the right to see the original raw image files, raw tape, negatives and/or slides. In cases of doubt, the photographer can be pulled out of competition"
3. **Must be approved for public release:** Clearance for public release (DoDI 5230.29) The determination by responsible officials that a DoD production and the information contained therein are not classified; do

not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore, are releasable to the public. **(Syracuse and DINFOS faculty/staff/students contact 301.677.4268 for more information)**

4. **Must meet the requirements specified in Section III, Contest Dates.**
 5. Entries received that in the opinion of SME and/or contest officials do not meet these criteria will be disqualified
- C. Each entry is limited to the work of one entrant who must have performed a majority of the work required to complete the entry
- D. An entrant may compete in one or more competition. However, an individual image, graphic, art piece or video may be entered in only one competition (with the exception of entries submitted as part of a portfolio). For example, an image entered in the Illustrative Photography category in the MILPHOG competition cannot be simultaneously entered into the Illustration category of the MILGRAPH competition.
- Also, a single entry can only be entered into one category within a competition with the exception of picture story, multimedia storytelling, and web design where the component images, graphics, art pieces or videos may be entered into other categories. For example, an image entered in the Combat Documentation category of the MILPHOG competition cannot be entered into the Portrait/Personality category within that same MILPHOG competition, but could be entered as a component of a picture story or multimedia story within that same MILPHOG competition.
- E. Work completed as part of a professional business enterprise cannot be submitted
- F. Entries must conform to all applicable DoD components, Copyright Law infringement (<http://www.copyright.gov/>), HIPAA Privacy Rule (<http://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/>), and U.S. Coast Guard guidelines as well as all rules of this program and the individual competition submitted to, and must meet all category eligibility requirements. This includes caption, VIRIN and image specifications as set forth in DoDI 5040.2.
- G. Additional rules pertaining to each competition are outlined in the applicable section of this document.

V. Judging

- A. Photographic professionals from local and national organizations will conduct judging.
- B. Judging will take place at the Defense Information School (DINFOS) during the week of March 12-16, 2012. MILPHOG will be judged on Tuesday and Wednesday, 13-14 March 2012. Exact judging times will be posted on the DINFOS Web page at <http://www.dinfos.dma.mil> after 1 February 2012. The judging is open to all DoD ID Card holders and guests who wish to attend.
- C. Judges will evaluate entries on:
 - 1. Storytelling ability
 - 2. Technical quality
 - 3. Originality
 - 4. Creativity

VI. Awards

- A. The Military Photographer of the Year will receive awards appropriate to their professional specialty. First-place winners in each category of the competition will receive plaques and certificates; second, third-place and honorable mention recipients in each category of the competition will receive certificates.
- B. Judges will normally select only one first, second, and third-place winner in each category. The number of honorable mention winners will be at the discretion of the judges. Where no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category.
- C. Winning entries will be posted on the DINFOS Web site on <http://www.dinfos.dma.mil>. All entries remain the property of the Department of Defense.

VII. After Action. Following the judging, the Defense Information School will:

- A. Distribute a list of the winners.
- B. Provide plaques, certificates, and awards.
- C. Forward plaques, and certificates to the command organization of each winner.
- D. Prepare and distribute a news release.

VIII. DoD Awards Presentation Ceremony

- A. In coordination with the DoD components and the U.S. Coast Guard, the Defense Information School will invite the Military Photographer of the Year and the first-place winners of all categories to receive their awards at a formal ceremony. The Ceremony will be held on Friday, 4 May 2012.
- B. Travel funding to attend the Department of Defense Communicators of the Year Awards Ceremony will be provided by the Defense Information School for the Military Photographer of the Year.
- C. Awards for all other winners will be sent via their command organization.

IX. Points of Contact

- A. Questions regarding these instructions can be addressed to the following personnel:

Competitions Coordinator – competitionscoordinator@dinfos.dma.mil

MILPHOG Coordinator - milphog@dinfos.dma.mil

X. MILPHOG Rules and Categories

- A. Additional Rules pertinent to MILPHOG
 - 1. Each entry must be named in accordance with Section XIII, File Naming, and contain the IPTC information outlined in Section XII, Electronic Image Specifications. All captions will be written according to the guidelines set forth in Section XV, Captions.
 - 2. Color or black and white entries are acceptable in all categories. Further guidance as to size, resolution and file format may be found in Section XII, Electronic Image Specifications.
 - 3. Each entrant can submit no more than 20 entries. Note that each picture story or multimedia story submitted counts as one entry.
 - 4. All VIRINs must be removed from all captions. **FAILURE TO ADHERE TO THIS POLICY MAY RESULT IN DISQUALIFICATION OF THE ENTRY.**
- B. **MILPHOG Categories:** The following nine categories are established for the MILPHOG Competition.

1. **Combat Documentation:** Depicts the U.S. military's participation in a Joint or Service exercise, contingency operation or real world event.
2. **Picture Story:** Series of pictures that reveal a storyline or a single theme. Specifications as to how to submit the Picture Story are found in Section XII, Electronic Image Specifications. All picture stories submitted without all components will be disqualified.
3. **News:** Scheduled or unscheduled news event.
4. **Feature:** Storytelling picture not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence.
5. **Portrait/Personality:** Picture that identifies and captures a subject's character.
6. **Illustrative Photography:** Photograph produced to illustrate a pre-conceived theme, concept or idea and does not include text or graphics.
7. **Pictorial:** Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.
8. **Sports:** Photograph of sports participation or of a sports-related activity.
9. **Multimedia Story:** This division is separated into two categories. Each must illustrate the use of multiple (more than one) media in telling a story. All forms of media are allowed; audio, video, still photography, graphics, and/or animation. Specifications as to how to submit the Multimedia Story are found in Section XII, Electronic Image Specifications. **This Category is not eligible for portfolio entry.**
 - a. **Operational:** Storytelling piece news or documentation related.
 - b. **Feature:** Storytelling piece not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence.
10. **Military Photographer of the Year (portfolio):** A portfolio entry may consist of no more than 10 entries, with at least one entry in the Combat Documentation category, one in the Picture Story category, and at least one entry in four of the remaining six categories **and will**

NOT include multimedia story entries. No more than two picture stories may be included. All entries in the portfolio will automatically be distributed to their individual categories and will be judged in those categories and count towards the maximum of 20 entries per entrant limit. Only one portfolio per entrant is allowed. Entrants of this category must submit a one-page biography and a digital photograph of themselves with their portfolio. Both the biography and photo must be cleared by public affairs. Find approved example at: <http://www.dinfos.osd.mil/events/viap/example.pdf>

A Military Photograph of the Year selection will be made from the MILPHOG of the Year winner's portfolio and will be marketed to publications external to the DoD.

XI. Submitting Entries via VIAP Web Site

- A. Entrants must register for and submit entries via the VIAP Web site for any of the VIAP competitions. This allows the entrant the most control, allowing them the ability to view and/or edit their own entries ensuring the correct photos get placed where they need to go. Entrants must begin by filling out a registration form at <http://viap.dinfos.dma.mil/>. Once registered, entrants will be issued a username and password that can be used to access the entry system to submit entries, review and modify information about entries, and modify registration information. Entrants from previous years need not re-register. A password reminder is located at above web address. Update any information after receiving a new password. DINFOS will entertain individual exceptions to policy. Please contact Mr. Rob Hood at DSN: 622-3212 and Rob.Hood@dinfos.dma.mil.
- A.
 - B. Photo Story Composite (layout) must be entered before component images can be entered into the VIAP system. **Only the composite image (layout) will have a VIRIN** in the Document Title field of the IPTC Header. The component images of that story will be entered with the Document Title field matching the file name of that image outlined in Section XIII, File Naming
 - C. Multimedia Story entries must have a JPEG screen shot entered into the VIAP system. All IPTC fields of that image will be according to Section XII, Electronic Image Specifications. With the addition of a URL link to the hosted piece (i.e. You Tube, Vimeo...), and a PDF of a music release if music is used.
 - D. Entrants may only view and/or edit their own entries. **Editing capability stops at 2359, February 17, 2012.**

XII. Electronic Image Specifications

- A. Portions of the information contained here have been extracted from the DoD Imagery and Caption Style Guide.
<http://dodimagery.afis.osd.mil/learning/captionstyle.html>

B. Inputting Caption and Entry Information into JPEG files

1. All caption and entry information for JPEG file submissions to any of the VIAP competitions are to be entered into the IPTC header fields of each file. Caption sheets are not required for any JPEG file submitted. To place the information into the IPTC header, use any of the following methods:
 - a. Use the FILE INFO command of Adobe Photoshop or MetaData Fields in Adobe Bridge.
 - b. Use the captioning capabilities of SCC MediaGrid
 - c. Use the information button of Photo Mechanic
 - d. Use the FILE INFO command of Nikon View

Note: DO NOT include your byline/credit or VIRIN in the caption block. This information must be entered into the applicable IPTC field. **FAILURE TO ADHERE TO THIS POLICY MAY RESULT IN DISQUALIFICATION OF THE ENTRY.**

2. If you would like to utilize MediaGrid contact:

DIMOC CUSTOMER SERVICE
E-Mail: ASKDIMOC@dma.mil
Toll Free: 1-888-PH-DIMOC (743-4662)
Commercial: 570-895-9872
DSN: 795-9872
Website: <http://www.defenseimagery.mil/index.html>

3. Descriptions of the different fields that need to be filled out are listed below. This instruction lists the various sections to be filled out as they appear in File Info in Adobe Photoshop CS4. Following the descriptions is a chart that can be used to cross reference field names used in this instruction and other applications, including previous releases of Adobe Photoshop. **Special care should be taken** to ensure that entrants are inserting requested information into the correct fields, as field names may be different between applications.
 - a. Description
 - i. Document Title :
 - A. Enter the Visual Information Record Identification Number (VIRIN). **NOTE:** For Picture Story entries, only the composite image

is required to have a VIRIN. Individual components of the layout do not need to have a VIRIN. See Section XIV, VIRIN Creation for further information.

- ii. Author:
 - A. Enter the entrant's Name, Rank and Service (e.g. John A. Smith, TSgt, USAF).
- iii. Author's Title:
 - A. The entrant's Home Unit
- iv. Description:
 - A. Enter the caption information as directed in Section XV, Captions. **Do not include your byline/credit or VIRIN.**
- v. Description Writer:
 - A. Leave this field blank.
- vi. Keywords:
 - A. Single word entries. Please leave this blank under normal circumstances. However, when images show multi-Service subjects, please note the Services shown as individual keywords.
- vii. Copyright Status:
 - A. Leave this field blank.
- viii. Copyright Notice:
 - A. Leave this field blank.
- ix. Copyright Info URL:
 - A. Leave this field blank.

b. Categories

- i. Category
 - A. Normally, this field would contain a code for the Service branch of the subjects of the image. For the purposes of this competition, enter the three-character category code found in Section XVI, Category Codes, using upper case letters.
 - B. Entries as part of a Portfolio will have their respective category codes used.
- ii. Supplemental Categories
 - A. Entrant's Home Unit E-mail and Phone Number.
 - B. Normally this field would contain Classification and Classification Authority information as well. All images submitted to any VIAP competition **must** be unclassified. **DO NOT** submit images that contain FOUO, Confidential, Secret or higher classifications.

- c. IPTC Image
 - i. Date Created
 - A. The date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.
 - ii. Intellectual Genre
 - A. Leave this field blank.
 - iii. IPTC Scene
 - A. Leave this field blank.
- d. Origin
 - i. City
 - A. The base or locale of the shoot.
 - ii. State/Province
 - A. The state or province of the shoot. Use two-letter codes.
 - iii. Country/Territory
 - A. The country or area of the shoot. Use three-letter code. For ocean areas enter the area, i.e. IOR (Indian Ocean Region), for aerals use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.
 - iv. Credit
 - A. The unit the entrant was temporarily assigned to during the shoot (must be on official orders).
 - B. If not assigned, leave blank.
 - v. Source
 - A. The media used to create the entry, either Digital, Film, Drawn or Multiple are entered here (do not enter the film type or format).
 - vi. Headline
 - A. Normally, this field would contain the name of the operation or exercise. For the purposes of this competition, this field will contain the Title of the entry as designated by the entrant.
 - vii. Instructions
 - A. Enter the Name, Rank and Unit of the releasing authority (field Public Affairs Officer or Installation Commanding Officer).
 - viii. Reference
 - A. Enter the Major Command of the unit portrayed. Either spell out the command of the unit portrayed (European Command) or use the correct acronym (EUCOM).

ix. Urgency

A. Leave marked as None

Photoshop™	SCC MediaGrid™	Photo Mechanic™	Nikon View™
CS4 - <u>Document Title</u> CS3 - Document Title CS2 - Title CS1 - Document Title	VIRIN	VIRIN	Title
CS4 - <u>Author</u> CS3 - Author CS2 - Creator CS1 - Author	PH Rank & Name	PH Rank/Name	Author
CS4 – <u>Author's Title</u> CS3 – Author's Title CS2 - Creators Job Title CS1 - <i>Not Used</i>	PH Home Unit	PH Home Unit	Author's Position
CS4 - <u>Description</u> CS3 - Description CS2 - Description CS1 - Description	Caption	Caption	Caption
CS4 – <u>Description Writer</u> CS3 – Description Writer CS2 – Description Writer CS1 - Description Writer	Caption Editor	Caption Editor	Caption Writer
CS4 - <u>Keywords</u> CS3 - Keywords CS2 - Keywords CS1 – Keywords	Keywords	Keywords	Keywords
CS4 – <u>Category</u> CS3 – Category CS2 –Category CS1 - Cat	Service Shown	Service Shown	Category

CS4 – <u>Supplemental Categories</u> CS3 – Supplemental Categories CS2 – Supplemental Categories CS1 - Supplemental Categories	Supplemental Category	E-mail/phone	Supplemental Categories
CS4 – <u>Date Created</u> CS3 – Date Created CS2 - Date Created CS1 - Date Created	Date Shot	<i>Not Used</i>	Date Created
CS4 – <u>City</u> CS3 – City CS2 - City CS1 - City	Base/Locale	Base/Locale	City
CS4 - <u>State/Province</u> CS3 - State/Province CS2 – State/Province CS1 - State/Province	State/Prov.	State/Prov	State/Province
CS4 – <u>Country/Territory</u> CS3 - Country CS2 - Country CS1 - Country	Country/Area	Country/Area	Country
CS4 - <u>Credit</u> CS3 - Credit CS2- Provider CS1 - Credit	PH TDY Unit	PH TDY	Credit
CS4 - <u>Source</u> CS3 - Source CS2 - Source CS1 - Source	Image Source	Image Source	Source
CS4 - <u>Headline</u> CS3 - Headline CS2 - Headline CS1 - Headline	Operation/Exercise Name	Operation/Exercise Name	Headline

CS4 - <u>Instructions</u> CS3 - Instructions CS2 - Instructions CS1 - Instructions	Public Release Instructions	Public Release Instructions	Instructions
CS4 - <u>Reference</u> CS3 - Reference CS2 - Job Identifier CS1 -Transmission Reference	Command Shown	Command Shown	Transmission Reference

C. Image Specifications for Digital Camera Originals

1. The final image should be 10 inches or less at the largest dimension at a resolution no higher than 300ppi.
2. Save the image as a JPEG with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
3. Follow the instructions in this section for entering entry and caption data

D. Image Specifications for Picture Story Entries

1. Each Picture Story submitted will consist of the following:
 - a. A traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72PPI. Do not submit the composite layout in high resolution. Remember: **strokes and text on photos are strictly prohibited.**
 - b. Each image used in the layout. The individual images will be submitted in the sizes specified in Image Specifications for Digital Camera Originals sections of this Section.
2. Name each file that is part of the Picture Story entry in accordance with the instructions outlined in Section XIII, File Naming.
3. **Every file** that is part of the Picture Story **will** have all of the IPTC information, including a caption, filled out except **only the composite image (layout) will have a VIRIN** in the Document Title field. The component images of that story will be entered with the Document Title field matching the file name outlined in Section XIII, File Naming. The same caption and title can be used for each image

E. Image Specifications for Multimedia Story Entries

1. Each Multimedia Story submitted will consist of the following:
 - a. The use of multiple (more than one) media in telling a story. All forms of media are allowed; audio, video, still photography, graphics, and/or animation. The specific elements are not individually judged in this category; judging is based on the package as a whole.
 - b. Must not exceed eight minutes, including titles before first scene.
 - c. For the purposes of this competition, **DO NOT** include a credit line, VIRIN or any other information that might identify the entrant in the presentation. **FAILURE TO ADHERE TO THIS POLICY WILL RESULT IN DISQUALIFICATION OF THE ENTRY.**
 - d. Be hosted on web for judging (i.e. You Tube, Vimeo, your command site...) and URL link provided to VIAP.
 - e. Must provide a PDF of signed music release to the VIAP system no later than **February 17, 2012. Editing capability stops at 2359, February 17, 2012.**
2. All Multimedia entries must have a JPEG screen shot entered into the VIAP system and file naming is the same as for single file entries in accordance with Section XIII, File Naming.

XIII. File Naming

A. File Naming for Single File Entries

1. All files entered into competition (with the exception of entries into the Picture Story category of MILPHOG, which are explained below) must be named as follows:
 - a. Enter the VIRIN of the entry (all entries submitted **MUST** have a VIRIN assigned). Please ensure that the VIRIN used in the file name matches the VIRIN placed in the IPTC Header (see Section XII, Electronic Image Specifications).
 - b. The .jpg file extension

B. File Naming for Picture Stories

1. Each image will be named using the following criteria:
 - a. Each file name will begin with PS#, where # is the number of the Picture Story (i.e. PS1, PS2, PS3, etc.).
 - b. Next, your VISION ID (format: AANNN). DO NOT use the last four digits of the entrant's SSN and the first initial of the entrant's last name.
 - c. A dash
 - d. For the composite image, place a C. For the individual (component) photographs, place a number identifying the location the image appears in the composite image starting with 1 on the left side counting images as they proceed down and to the right.
 - e. The .jpg file extension.
2. **Composite (layout) must be entered before component images** can be entered into the VIAP system.
3. **Only the composite image (layout) will have a VIRIN** in the Document Title field of the IPTC Header. The component images of that story will be entered with the Document Title field matching the file name of that image. Example for the composite: PS1WE123-C; Example for a component image: PS1WE123-1.
4. If you enter an individual component images from a picture story into another category remember that photo must follow the File Naming for a Single File Entry found above.

C. File Naming for Multimedia Stories

1. All Multimedia entries must have a JPEG screen shot entered into the VIAP system and file naming is the same as for single file entries in accordance with Subsection A above.
- B. Above criteria must be followed or the VIAP web system will not allow uploading of the individuals entries. If problems occur go back to step one. DINFOS staff will not upload images or change images as in the past. If problems persist after following directions, please contact Mr. Rob Hood at DSN: 622-3212 and Rob.Hood@dinfos.dma.mil. Or, email: milphog@dinfos.dma.mil .

XIV. VIRIN Creation

- A. Portions of the information contained here has been extracted from the DoD Imagery and Caption Style Guide
- B. The format of a VIRIN is as follows: YYMMDD-S-AANNN-XXX.
Following is a description of each of the different VIRIN Fields:
 - 1. Field 1 (YYMMDD): Date the entry was acquired or originated, in the year, month, and date format.
 - 2. Field 2 (S): The service affiliation or status of the entrant. The abbreviations are:
 - a. A = Uniformed member or civilian employee of the Army
 - b. N = Uniformed member or civilian employee of the Navy
 - c. F = Uniformed member or civilian employee of the Air Force
 - d. M = Uniformed member or civilian employee of the Marine Corps
 - e. G = Uniformed member or civilian employee of the Coast Guard
 - 3. Field 3 (AANNN): Use the entrant's Vision ID this year. DO NOT use the last four digits of the entrant's SSN and the first initial of the entrant's last name.
 - a. (The VISION ID is assigned to each VI Professional and is assigned to new photographers at their entry to the Defense Information School. To obtain a VISION ID the photographer must register via the VI Professional web site (<https://vipro.defenseimagery.mil/>). A DoD Common Access Card (CAC) is required for registration.
 - 4. Field 4 (XXX): Unit number in sequential order for work created on the day specified in Field 1. Numbering should follow the approximate order in which each unit of media was acquired or originated by the entrant on the day specified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. No two entries created on the same day should have the same values in this field.

XV. Captions

- A. Portions of the information contained in this attachment has been extracted from the DoD Imagery and Caption Style Guide

B. Captions should be written as prescribed below:

1. Action. The first sentence of the caption describes the action in the photo, in the present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank, and unit of assignment (do not include hometowns).
 - a. Who. The “who” description should include name, rank, and military unit or organization of identifiable individuals (do not include hometowns)
 - b. What. The “what” description should include the name and nomenclature of any weaponry or equipment; the name and hull designator of any ship; the name and designator of any aircraft or missile; and the unit name and designator of any unit shown. The description should also include any special field gear (such as backpacks, nuclear-biological-chemical protective suits, or utility belts) that people are wearing or carrying. If the subject is a building, facility, fort or site, then include the name and appropriate designator. If unable to obtain information by inquiry, then record the relevant nomenclature plates, logos, signs, flags or other identifiers.
 - c. When. The “when” description should include the date and also approximate time if this is relevant to understanding the content of the entry.
 - d. Where. The “where” description should include the geographic name of the place. If an aerial shot, the “where” should state: “aerial shot of [subject] over [what geographic place or area].” If shot at sea, the “where” should indicate the body of water and some indication of where (such as “on board the USS Kennedy 200 miles NE of Norfolk” or 55°N 100°W). If an interior shot, the “where” should indicate what the scene is the interior of (such as “interior of C-141 cockpit” or “room 2C147 of the Pentagon”)
 - e. How. The “how” description should include the significance of the actions, subjects, or events depicted unless it is otherwise obvious, i.e. how is the entry important? If the subjects are performing some action or activity, identify it.
 - f. Why. The “why” description should include the purpose of the operation or exercise that the entry documents.

2. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.
3. For the purposes of this competition, **DO NOT** include a credit line, VIRIN or any other information that might identify the entrant in the caption. Further, do not repeat information gathered elsewhere in the IPTC header information, if used. **FAILURE TO ADHERE TO THIS POLICY MAY RESULT IN DISQUALIFICATION OF THE ENTRY.**
4. The following are examples of proper caption for competition:

MILPHOG: An F-14B Tomcat from Fighter Squadron 102 (VF-102) soars in the skies over Iraq, Jan. 30, 1998. VF-102 is attached to the nuclear powered aircraft carrier USS George Washington (CVN 73), which is currently conducting operations in the Persian Gulf during a six-month deployment in support of Operation Southern Watch.

XVI. Category Codes

- A. The following abbreviations should be used to designate the category in which an entry should be entered. Failure to use the correct code could result in an entry being placed into the wrong category.

MILPHOG:
COM - Combat Documentation
PST - Picture Story
NEW - News
FEA - Feature
POR - Portrait / Personality
ILL – Illustrative Photography
PIC - Pictorial
SPO - Sports
MSO – Multimedia Story Operational
MSF – Multimedia Story Feature
PSC - Picture Story Component